

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of : Flake  
Application No. : 10/625,082  
Filed : July 22, 2003  
Title : TERM-BASED CONCEPT MARKET  
Examiner : Alexander G. Kalinowski  
Art Unit : 3691  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION**

Sir:

In response to the Office Action dated, please re-consider the above-identified application in light of the following:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 8 of this paper.